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Pet Care *Reimagined*

AutoPets™ Opens 2017 Out-of-the-Box Thinking Scholarship *AutoPets™, manufacturer of the Litter-Robot®, opens scholarship opportunity*

Auburn Hills, Michigan (May 5, 2017) – AutoPets is excited to announce the opening of the 2017 Out-of-the-Box Thinking Scholarship. The manufacturer of the successful automatic, self-cleaning cat litter box, Litter-Robot®, created the scholarship to reward inventive students with financial aid for college.

Students are asked to imagine that they work at AutoPets developing pet products of the future. Ideas should align with AutoPets' fresh-eyes, open-minded approach to designing highly functional, easy-to-use products with a modern aesthetic, that make caring for your pet more enjoyable.

It is in that mindset that students are asked to come up with the next brilliant idea; what's the next best physical (litter box, toy, leash, etc.) or software (apps for mobile or tablet, websites, etc.) pet product? Students must think creatively about what products they want for their pets, either in the physical or digital world, and then work through what it would take to bring them to market.

Each submission must describe the inspiration and thought process behind the concept, why pet parents would need it, what makes the product unique, who the target market is, what the marketing and retail strategies would be, and anything else that might help sell the idea. Drawings or graphics to help illustrate the idea are welcome, but are not required.

Applicants must be current students at an accredited university, community college, certificate program, graduate school, or equivalent institute within the United States. High school students enrolling in 2017 are also eligible. Winners will be asked to submit verification of their student status.

The winning entries will completely fulfill the essay requirements, including succinctly describing a unique and innovative pet product that makes pet care more enjoyable. The Grand Prize winner will be awarded a \$1,500 scholarship, and the second and third prize winners will receive \$1,000 and \$500 scholarships, respectively.

AutoPets will accept applications through September 15, 2017. Winners will be announced late September/early October.

Learn more at <https://www.litter-robot.com/blog/out-of-the-box-thinking-scholarship/>.

About AutoPets™ Established in 1999 and based in Auburn Hills, Michigan, AutoPets is dedicated to the design and manufacture of highly functional, easy-to-use products with a modern aesthetic, that make caring for your pet more enjoyable. We understand that pets are more than just animals, they are parts of our lives and members of the family. Our company takes a fresh-eyes, open-minded approach to everything we do. AutoPets is pet care, *reimagined*.